



Downtown Columbia

DOWNTOWN COLUMBIA PARTNERSHIP (DCP) BOARD OF DIRECTORS

Minutes of the October 14, 2014 Board Meeting

MEMBERS OF THE BOARD IN ATTENDANCE

Gabe Chung, The Howard Hughes Corporation
Greg Fitchitt, The Howard Hughes Corporation
Robert Jenkins, The Howard Hughes Corporation
Milton Matthews, Columbia Association
Mark Thompson, Howard County Government
Nancy Tucker, The Howard Hughes Corporation
Ashley Venable, General Growth Properties
Barb Nicklas, Executive Director

MEMBERS OF THE ADVISORY COMMITTEE IN ATTENDANCE

Carolyn Karl, Howard County General Hospital (for Susan Case)
Tom Glaser, Howard Community College
Ron Meliker, Chamber of Commerce
Linda Wengel, Chair, Town Center Village Board

ALSO IN ATTENDANCE:

Jeff Agnor, Attorney for DCP
Jane Dembner, Columbia Association
Patricia Laidig, Town Center Village Manager
Jean Moon, Jean Moon & Associates

Meeting called to order at 1:30 p.m.

Approval of the Agenda

Ms. Tucker made a motion to approve the agenda. Mr. Chung seconded. Motion passed unanimously.

Approval of the Minutes

Mr. Jenkins made a motion to approve the minutes of the September 9, 2014. Mr. Thompson seconded. Motion passed unanimously.

Executive Director's Report

Ms. Nicklas reported the following:

- **Web site** --The analytics of the web site's first month of activity were positive. There were 3,300 visits averaging two minutes and 3,800 page views. Ms. Nicklas commented that she was pleased with these results.
- **Discover Downtown Columbia 5K and festival** – The event is scheduled for Sunday, October 19, 2014 and has 191 participants registered to-date. An article in the *Columbia Flier* appeared last Thursday and was a good endorsement for the event. Ms. Nicklas thanked Jean Moon for setting up the interview. In addition, she acknowledged partners CA, the Chamber of Commerce, The Mall in Columbia, The Howard Hughes Corporation and Howard Community College for their sponsorships. She said that Whole Foods is an in-kind sponsor and arranged to hold its fall festival in conjunction with our event. The race begins at 9 a.m., and the festival will run from 10 a.m. to 2 p.m. Mr. Thompson asked if the DCP is making any money on this event. Ms. Nicklas stated no but she expects the cost to come in around \$5,000 under the budget projections.
- **Whole Foods** –Ms. Nicklas stated that she was advised by a WF representative that they are interested in learning more about what the Columbia community wants from Whole Foods. She said WF will be sending out a survey and they have requested that the Partnership, its Board and the Advisory Committee assist in the distribution of the survey to their databases and employees. The Partnership plans on sending it out via the DCP database and social media.

Old Business

- **Downtown Signage** – Mr. Jenkins explained that he and Cecily Bedwell of Design Collective presented the proposed sign package for downtown to the Town Center Village Board on October 8. At this meeting, the Village Board was positive about the signage but had one comment. They would like the neighborhood signs to say 'at Town Center' rather than 'Neighborhood.' Ms. Wengel stated that the existing Warfield residents should be identified as residents of Town Center, just as the future residents would be. She also stated that other existing neighborhood signs say 'Town Center.' Ms. Laidig said it is important that residents be acclimated into the village of Town Center. Mr. Jenkins said he will ask Design Collective to revise the signage to reflect these comments. Mr. Matthews said that he thinks the neighborhood signs should have the Downtown Columbia symbol for continuity in identifying downtown.
- **Letter from the Oakland Mills Village Board**—Mr. Fitchitt asked if CA and the County had responded yet. Mr. Matthews said CA responded. Mr. Thompson said the County will respond very soon. Mr. Fitchitt stated that the Partnership will wait to respond until after the County responds.

New Business

- **Financial Statements** – Mr. Chung stated that the total expenditures for the month totaled \$37,658. The financial statement is attached to these Minutes. Mr. Fitchitt asked when the audit would take place. Ms. Nicklas said that the

auditor started today. Also, she reminded the Board that the 2015 budget must be approved and submitted to the County Executive and Council by December 1.

- **Draft Strategic Plan** – Ms. Nicklas handed out the draft plan, which was the result of last month's planning meeting. Overall, the plan addresses vision, mission, focus on next year and five years out and the six priorities and action plan. Mr. Thompson suggested that Public Safety be moved up the priority list. All agreed that more discussion is needed. Ms. Nicklas said she would email out the draft plan for the Board to add comments and a final plan incorporating these comments will be prepared for the next Board meeting.
- **Other** – Mr. Matthews stated that everyone one should be aware of the Bridge Columbia organization, which is focusing on a new overpass over Rt. 29 to Oakland Mills. Ms. Tucker asked when the Advisory Committee would be finalized. Mr. Fitchitt stated that the County Council has not acted on the resolution the DCP proposed in July but plans to do so following the November elections.

The next meeting is scheduled for Tuesday, November 11, 2014 at the Howard Hughes offices.

Mr. Chung made a motion to adjourn. Mr. Jenkins seconded. Motion passed unanimously.

Meeting adjourned at 2:45 p.m.